



## *Report to the Auburn City Council*

Action Item

5

Agenda Item No.

City Manager's Approval

**To:** Mayor and City Council Members  
**From:** Timothy L. Rundel, City Manager  
**Date:** June 23, 2014  
**Subject:** Corporate Sponsorship for Placer Arts Council "Let's Never Forget" The Night and Hope of Arnost Lustig: A Holocaust Survivor's Story?

### *The Issue*

Shall the City Council provide Corporate Sponsorship for Placer Arts Council "Let's Never Forget" The Night and Hope of Arnost Lustig: A Holocaust Survivor's Story?

### *Conclusions and Recommendation*

Approve, by motion, the Economic Commission recommendation of Corporate Sponsorship (\$5,000) of Placer County Arts Council "Let's Never Forget". An event based on culturally significant events in history. The Arts Council will present the inaugural year of "Let's Never Forget". For 2014 this inspirational and educational series focuses on author and holocaust survivor, Arnost Lustig. Multiple events will be held to engage and inspire including, an Opening Meet & Greet Reception at Van Howd Studio, Film Screenings, Literary Events, and Dinner Gala at The Ridge. The three-day event culminates with a panel presentation of esteemed international dignitaries and experts at William Jessup University. Thursday, Sept. 4 - Saturday, Sept. 6, 2014.

### *Background*

A presentation was made to the Economic Development Commission by Councilman Kirby regarding corporate sponsorship for this event. The motion for approval was unanimous.

Here is the background info from the Placer Arts Council:

*OPENING MEET & GREET RECEPTION AT Van Howd Studios: Join us in welcoming esteemed international dignitaries and subject experts at the working studio of artist Doug Van Howd. Kosher appetizers, music and conversation make for a lovely get-to-know event.*

*This event kicks off the inaugural year of Let's Never Forget. The inaugural series is focused on the Pulitzer Prize nominated Czech Jewish author and Holocaust survivor, Arnost Lustig.*

*Multiple events held to engage and inspire include this Opening Meet & Greet Reception at Van Howd Studio, Film Screenings, Literary Events, and a Dinner Gala at The Ridge in Auburn. The*

*three-day event culminates with a Panel Presentation of esteemed international dignitaries and experts at William Jessup University in Rocklin.*

*PlacerArts is a nonprofit countywide catalyst for the arts and humanities.*

*About Arnost Lustig: It has been said by many that the questions Arnost Lustig explores not just born of his experience during the Holocaust, but are as old and universal as mankind's search for the meaning of existence. The Pulitzer Prize nominated Czech Jewish author drew upon his harrowing experiences as a teenage in World War II to produce novels and short stories of young people who survived the Holocaust. Born in 1926, Lustig and his wife Vera had one son and one daughter. He died in Prague in 2011. His daughter Eva Lustigova and her family are among the guest presenters and artists featured during the series presentations.*

### **Analysis**

It was discussed at the Economic Development Commission that a 3-day event such as this will bring not only those directly tied to the event such as esteemed international dignitaries and experts, but it will also attract potentially thousands within this region and nationally.

### **Alternatives to the Recommended Action**

1. Accept the recommendation by the Economic Development Commission
2. Do not accept the recommendation by the EDC

### **Fiscal Impact**

The \$5,000 is currently available in the FY 13-14 Economic Development Commission budget.



## The Night and Hope of Arnost Lustig: A Holocaust Survivor's Story



**Thursday, Sept 4 – Saturday, Sept 6 | 2014 | Various Placer County Locations**

**JOIN US** as we present the inaugural year of **Let's Never Forget**. For 2014 this inspirational and educational series focuses on author and Holocaust survivor, Arnost Lustig.

Multiple events will be held to engage and inspire including, an Opening Meet & Greet Reception at Van Howd Studio, Film Screenings, Literary Events, and a Dinner Gala at The Ridge. The three-day event culminates with a Panel Presentation of esteemed international dignitaries and experts at William Jessup University.

### TABLE SPONSORSHIP LEVELS:

- ☐ **\$10,000 • UNDERWRITING SPONSOR** • 16 tickets to: Meet & Greet Reception at Van Howd Studio, Gala Dinner at The Ridge, Premier seating at William Jessup University, and recognition at all events and in media communications
- ☐ **\$5,000 • CORPORATE SPONSOR** • 8 tickets to: Meet & Greet Reception at Van Howd Studio, Gala Dinner at The Ridge, Premier seating at William Jessup University, and recognition at all events
- ☐ **\$1,000 • CHARTER SPONSOR** • 2 tickets to: Meet & Greet Reception at Van Howd Studio, Gala Dinner at The Ridge, Premier seating at William Jessup University, and recognition at all events
- ☐ **\$100 • INDIVIDUAL TICKETS** • Gala Dinner at The Ridge (Limited Availability)
- ☐ **\$50 • INDIVIDUAL TICKETS** • Meet & Greet at Van Howd Studio (Limited Availability)
- ☐ **\$50 • INDIVIDUAL TICKETS** • Friends of the Let's Never Forget Series / Special seating for two at William Jessup University

NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

PHONE: (    ) \_\_\_\_\_ FAX: (    ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

***"Whoever steps on a caterpillar, kills a butterfly." — Arnost Lustig***

Remit by MAIL, FAX or ONLINE SUBMISSION via [PlacerArts.org](http://PlacerArts.org):

☐ CHECK ENCLOSED    ☐ CHARGE MY CARD for \$ \_\_\_\_\_ ☐ VISA    ☐ MC    ☐ Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

CARD BILLING ADDRESS \_\_\_\_\_

City/State/ZIP \_\_\_\_\_ Signature \_\_\_\_\_

**ABOUT Arnost Lustig** • It has been said by many that the questions Arnost Lustig explores were not just born of his experiences during the Holocaust, but are as old and universal as mankind's search for the meaning of existence. The Pulitzer Prize nominated Czech Jewish author, drew upon his harrowing experiences as a teenager in World War II to produce novels and short stories of young people who survived the Holocaust. Born in 1926, Lustig and his wife Vera had one son and one daughter. He died in Prague in 2011.

**ABOUT THE SERIES** • Presented by PlacerArts, the **Let's Never Forget** series will cover a changing theme each year based on culturally significant events in history. Each theme will be of a national or global impact and with strong ties to the Placer County region. Multiple intellectual and artistic events will enable public engagement and contemporary dialog and discussion.

**PlacerArts.org** 808 Lincoln Way | Auburn, CA 95603

phone: 530.885.5670 | fax: 530.885.0348 | [office@placerarts.org](mailto:office@placerarts.org)



(Page intentionally blank)